WHAT IS CLAIMED IS:

1. A software product for dynamically applying rules, comprising a set of computer instructions stored on a computer readable medium, executable by a computer processor to:

associate a rule with a rule condition;

receive a user interaction based on a first set of content;

determine if the rule is applicable based on a state of the rule condition; and

if the rule is determined to be applicable, apply the rule to the user interaction.

2. The software product of Claim 1, wherein determining if the rule is applicable based on the state of the rule condition, further comprises determining if the rule is applicable based on the value of metadata.

3. The software product of Claim 2, wherein the metadata is one of user metadata, content metadata, rule metadata or system metadata.

4. The software product of Claim 1, wherein the rule condition represents a metric and wherein computer instructions are further executable to determine if the rule is applicable by comparing the metric to a goal.

5. The software product of Claim 1, wherein the rule condition is represented by an object accessible by the set of computer instructions.

6.   The software product of Claim 5, wherein the computer instructions are further executable to make a call for the object to access the rule condition.

7.   The software product of Claim 1, wherein the computer instructions are further executable to generate a second set of content responsive to the user interaction if the rule applies and generate a third set of content, which is distinct from the second set of content, if the rule does not apply.

8.   The software product of Claim 1, wherein the computer instructions are further executable to update the state of the rule condition.

9.   A method for dynamically apply rules comprising:

associating a rule with a rule condition;

receiving a user interaction based on a first set of content;

determining if the rule is applicable based on a state of the rule condition; and

if the rule is determined to be applicable, applying the rule to the user interaction.

10.   The method of Claim 9, further comprising determining if the rule is applicable based on metadata.

11.   The method of Claim 10, wherein the metadata is one of user metadata, content metadata, rule metadata or system metadata.

12.   The method of Claim 9, wherein determining if the rule is applicable further comprises comparing a metric to a metric to a goal.

13.   The method of Claim 9, wherein the rule condition is represented by an object accessible by the set of computer instructions.

14.   The method of Claim 9, further comprising making a call for the object.

15.   The method of Claim 9, further comprising applying the rule to generate a second set of content.

16.   The method of Claim 9, further comprising:

if the rule is determined to be applicable, applying the rule to the user interaction to generate a second set of content;

if the rule is determined not to be applicable, generating a third set of content that is distinct from the second set of content.

17.   A software product for dynamically applying rules comprising a set of computer instructions stored on a computer readable medium executable by a computer processor to:

associate a rule with metadata;

receive a set of user interaction data based on a particular user's interaction with a first set of content;

determine if the rule is applicable to the set of user interaction data based on the value of the metadata; and

if the rule applies, apply the rule to the set of user interaction data.

18.   The software product of Claim 17, wherein:

if the rule applies, the computer instructions are executable to apply the rule to generate a second set of content; and

if the rule does not apply, the computer instructions are executable to generate a third set of content.

19.   The software product of Claim 18, wherein the first set of content, second set of content and third set of content comprise web site content.

20.   The software product of Claim 17, wherein the computer instructions are further executable to apply the rule to the set of user interaction data by:

comparing a trigger in the user interaction data to criteria in the rule; and

if the trigger meets the criteria, executing an action defined in the rule.

21. The software product of Claim 17, wherein the action further comprises sending a notification to an administrator.

22. The software product of Claim 20, wherein the action comprises generating new content for presentation to the user.

23. The software product of Claim 17, wherein the metadata represents a metric associated with a business process.

24. The software product of Claim 23, wherein the computer instructions are further executable to determine if the rule is applicable to the set of user interaction data based on the value of the metadata by comparing a value of the metric to a predefined goal.

25. The software product of Claim 17, wherein the computer instructions are further executable to update the state of the rule condition.